



Planning & Development Board  
Tourism Department  
Government Of Punjab



## Protection & Promotion of Tangible & Intangible Cultural Heritage in Punjab **Documentation & Promotion of Cultural & Creative Industries around the selected Heritage Sites in Punjab**

**CIRCUIT I: Potohar Plateau & Soanian Paleolithic Archeological Zone encompassing  
the Sites of Katas Raj, Mankiala Stupa, Bhirmounnd, Dharmarajika and Taxila  
Museum. Includes 3 Districts: Chakwal, Rawalpindi, Khushab**

# Indigenous People Exhibition | Emporium Mall - Lahore

9th - 11th November, 2021



# CONTENTS



- 1- Project Introduction & Key Outputs • p2
- 2- Background • p5
- 3- Market Linkage Event Design Idea • p5
- 4- About the Exhibition • p6
- 5- Artisans' Skills, Region & Heritage sites with summary of order/sales • p8
- 6- Intangible Cultural Heritage • p11
- 7- Buyer - Seller Meetings • p14
- 8- Market Exposure Visits • p15
- 9- Dukan.pk collaboration for Digital Enablement Trainings • p16
- 10- Media Coverage & Advocacy • p19
- 11- Way Forward & Recommendations • p20
- 12- Photo Gallery • p22



# PROJECT INTRODUCTION

Government of the Punjab, with the support of a World Bank loan, has launched the Punjab Tourism & Economic Growth (PTEG) project (2017-2022). Under the sub-project "Protection & Promotion of Cultural Heritage of Punjab through Sustainable Tourism and Economic Growth (2018-2021)", UNESCO Islamabad is providing technical assistance to the Government of Punjab for:

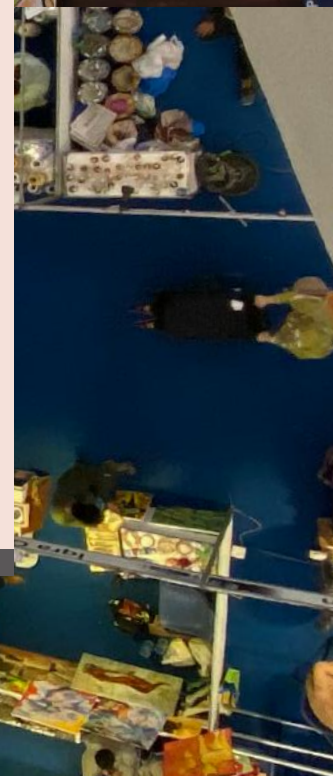
Protection of selected heritage sites and museums through site management planning, institutional reform and capacity building;

Economic growth and pluralism evidenced as a result of heritage protection and promotion.

## KEY OUTPUTS

In line with the objectives of the project, the key outputs of the component are:

- i) Documentation & promotion of cultural and creative industries by undertaking studies
- ii) Organizing training workshops in selected trades engaging young artists, entrepreneurs etc
- iii) Organizing exhibitions and promotional events engaging young artists and entrepreneurs to develop market linkages
- iv) Organizing awareness raising events and workshop on basic conservation and management of selected heritage sites, engaging local community and youth









**184** INDIGENOUS CULTURAL PRACTITIONERS | MOBILIZED, TRAINED, EMPOWERED

CHAKWAL, KHUSHAB, RAWALPINDI, TAXILA, KALAR KAHAR, KHEWRA



# BACKGROUND

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Investing in Culture & Creative industries of the country is a critical step towards poverty eradication and inclusive economic growth. Economic empowerment includes artisans' ability to participate in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions. In these unprecedented times of COVID-19 — economy, workflow and life as we know it — is asking us to create new rituals, new modes of engagement and to strengthen our humanity by sharing our resources, our time and our energy to support one another from afar. The pandemic has had a major impact on Pakistani Cultural Entrepreneur's economic livelihoods. For this reason, Kaarvan provides an opportunity to these economically struck custodians of tangible and intangible culture to showcase their skills and generate income. The idea is to create sustainable market linkages through a decentralized model so that grass root level artisans can be included into the economic activity.

## MARKET LINKAGE EVENT DESIGN IDEA

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The exhibition was designed to address four major constraints of cultural entrepreneurs in initiating or scaling their own enterprise; (i) Lack of skills development, (ii) inadequate business management skills and financial literacy, (iii) limited access to financial services and (iv) restricted access to market.

The Exhibition as a culmination of the project aimed to improve access of 184 artisans' families including 43 cultural entrepreneurs from communities around Katas Raj Temples, Mankiala Stupa and heritage sites in Taxila, to resources for enhancing capacity to earn a dignified livelihood (information, market-based skills, technology and linkages with private sector). This market linkage event has made them into functioning groups and connected them with a range of resources (market, skills development, and enterprise development etc.).

The Exhibition also aimed to create an enabling environment for cultural practitioners to participate in the economy, including as entrepreneurs, and access social protection services for improved and sustainable livelihoods.





## ABOUT THE EXHIBITION

The Indigenous People Exhibition, a 3-day event on was held from Tuesday November 9th till Thursday 11th 2021 at the Emporium Mall, Lahore.

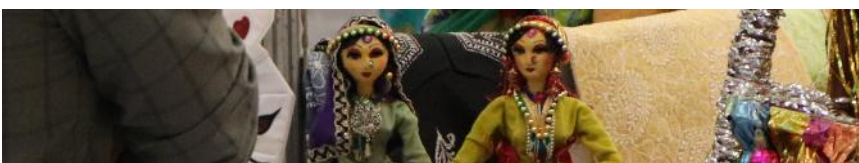
This was part of a collaborative project in partnership with **UNESCO Pakistan and Punjab Tourism for Economic Growth Project.**

This exhibition featured the tangible and intangible culture by artisans hailing from the regions of Chakwal, Khushab, Rawalpindi, Taxila, Kalar Kahar and Khewra, around the heritage sites of Katas Raj Temples, Mankiala Stupa, Bhirmound, Dharmarajika and Taxila Museum. These cultural and creative industries play an important role in the livelihoods of these artisans.

With the objective of protection and promotion of tangible and intangible cultural heritage in Punjab, trainings were conducted for these artisans focusing on design, product development as well as life skills in personal development, communication, ethics, health and safety.

The courtyard was set up at the high-end Mall for the encouragement of cultural heritage and development of the community entrepreneurs and artisans who are the custodians of culture linked to the Buddhist and Hindu Temples and the remains of the Gandhara Civilisation.

The idea was to make visible the grass root point of contact that is the artisan making the craft. The exhibition is means of bringing the cultural practitioner to forefront and spread awareness of local arts & crafts through tangible and intangible experiences - at the same time persevering the cultural heritage and leaving room for modern fashion fusion.








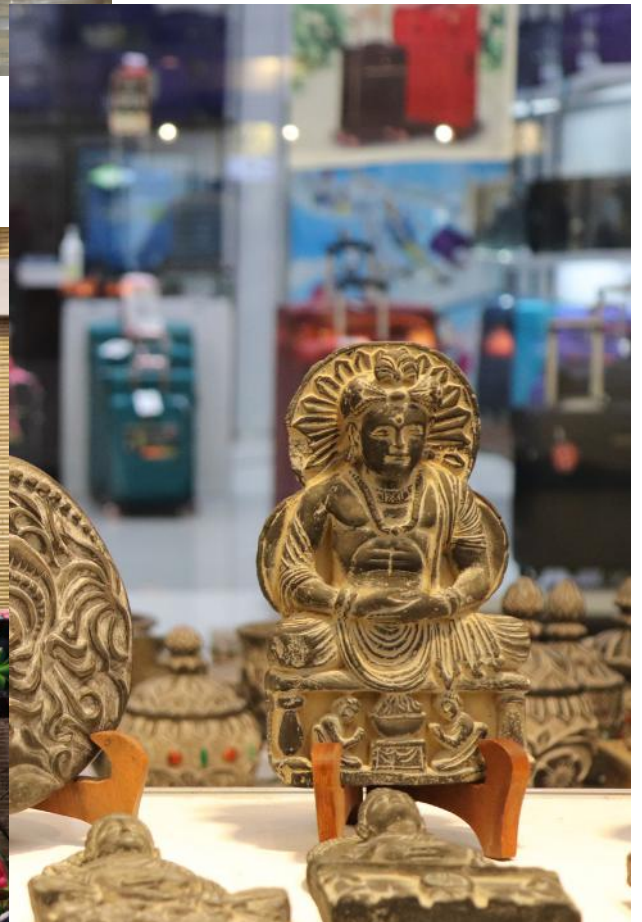
## ARTISANS' SKILLS, REGION & HERITAGE SITE WITH SUMMARY OF ORDERS/SALES:

On the three-day exhibition at Emporium Mall, 33 Micro-entrepreneurs from the communities around Mankiala, Katas Raj Temples and Taxila Heritage sites participated and set up exclusive stalls. The Artisan exhibited beautifully crafted hand-made products. These 33 Artisan- Entrepreneurs were group leaders and each one of them represented a number of home based artisans from their communities. The summary of 33 artisan-wise sales generated during the three-day exhibition is represented below also with their skills they have and the region they belong from.

| #<br>S.No. | Artisan Name  | Heritage Site     | Region       | Skill(s) / Trade  | Total Sales<br>(Amount in  PKR) |
|------------|--|-------------------|--------------|---|--|
| 1          | Muhiby Rasool  | Katas Raj Temples | Kallar Kahar | Arqiyat/Rose & Other Herbal Essence, Jams & Murabajat, etc. | 118,200  |
| 2          | Muhammad Rizwan  | Katas Raj Temples | Kallar Kahar | Arqiyat/Rose & Other Herbal Essence, Jams & Murabajat, etc. | 17,400   |
| 3          | Muhammad Zubair  | Katas Raj Temples | Kallar Kahar | Arqiyat/Rose & Other Herbal Essence, Jams & Murabajat, etc. | 18,650   |
| 4          | Majid Yaseen   | Katas Raj Temples | Khewra       | Salt Based Products   | 11,200   |
| 5          | Arsalan Haider   | Katas Raj Temples | Khewra       | Salt Based Products   | 6,600  |
| 6          | Malik Jawad  | Katas Raj Temples | Khewra       | Salt Based Products   | 11,000   |
| 7          | Talib Hussain  | Katas Raj Temples | Khewra       | Salt Based Products   | 7,400  |
| 8          | Shah Murad   | Katas Raj Temples | Khewra       | Salt Based Products   | 9,800  |
| 9          | Muhammad Ameer   | Katas Raj Temples | Khushab      | Dhoda (Traditional Sweets)                                  | 96,800   |
| 10         | Khuda Yar  | Katas Raj Temples | Khushab      | Salara (Weaving Handmade Khadi Item)                        | 18,500   |
| 11         | Asim Javeed  | Katas Raj Temples | Khushab      | Salara (Weaving Handmade Khadi Item)                        | 15,500   |
| 12         | Sheikh Yousaf  | Mankiala Stupa    | Rawalpindi   | Hand Embroidery Female Apparel                              | 75,000   |
| 13         | Syed Mutahir   | Mankiala Stupa    | Rawalpindi   | Block Print (Apparel)                                       | 47,000   |
| 14         | Ahmad Shah Abdali  | Mankiala Stupa    | Rawalpindi   | Wood Painting & Carving                                     | 84,400   |
| 15         | Kamran Khan  | Mankiala Stupa    | Rawalpindi   | Painting (Oil & Water Colors)                               | 96,000   |
| 16         | Shahida Pasha  | Mankiala Stupa    | Rawalpindi   | Paper Art / Jewellery                                       | 30,500   |
| 17         | Sabohi   | Mankiala Stupa    | Rawalpindi   | Organic Beauty Care Items + Gardening Kits                  | 40,100   |
| 18         | Shaista Batool   | Mankiala Stupa    | Rawalpindi   | Hand Embroidery (Apparel)                                   | 36,600   |
| 19         | Ambreen Fatima   | Mankiala Stupa    | Rawalpindi   | Puppets & Dolls   | 75,000   |
| 20         | Ejaz Mughal  | Mankiala Stupa    | Rawalpindi   | Truck Art   | 19,000   |
| 21         | Muhammad Ahsan   | Taxila Sites      | Taxila       | Stone & Marble Carving Gandhara Art                         | 19,400   |
| 22         | Zahid Hussain  | Taxila Sites      | Taxila       | Stone & Marble Carving Gandhara Art                         | 9,800  |



| #<br>S.No.         | Artisan Name  | Heritage Site | Region     | Skill(s) / Trade                       | Total Sales<br>(Amount in<br>PKR) |
|--------------------|--|---------------|------------|--|-----------------------------------|
| 23                 | Shahzad Banaras  | Taxila Sites  | Taxila     | Stone & Marble Carving<br>Gandhara Art | 30,800                            |
| 24                 | Sadia Waseem   | Taxila Sites  | Taxila     | Antique Handmade<br>Jewelry            | 106,150                           |
| 25                 | Rehana Anees   | Taxila Sites  | Taxila     | Hand Embroidery                        | 138,500                           |
| 26                 | Muhammad Hafeez  | Taxila Sites  | Taxila     | Stone & Marble Carving<br>Gandhara Art | 91,000                            |
| 27                 | Iqra Qurban  | Taxila Sites  | Taxila     | Paint Art & Sketching                  | 21,700                            |
| 28                 | Waqas Ahmed  | Taxila Sites  | Taxila     | Stone & Marble Carving<br>Gandhara Art | 27,800                            |
| 29                 | Sadaf Nisar  | Taxila Sites  | Rawalpindi | Moti & Beads Work                      | 20,500                            |
| 30                 | Liaqat Hussain   | Taxila Sites  | Rawalpindi | Antique Jewelry                        | 46,900                            |
| 31                 | Umair  | Taxila Sites  | Rawalpindi | Lead Pencil Miniature<br>Carving       | 3,300                             |
| 32                 | Ghulam Hussain   | Taxila Sites  | Taxila     | Stone & Marble Carving<br>Gandhara Art | 16,300                            |
| 33                 | Javeria  | Taxila Sites  | Rawalpindi | Truck Art                              | 17,500                            |
| <b>Total Sales</b> |  |               |            |  | <b>1,384,300</b>                  |







Total recorded Sales Value that the Community Entrepreneurs have earned from the three days Exhibition is PKR 1,384,300, which from our experience is around 60% of the total Sales made during the three-days exhibition, 40% of the sales goes unrecorded. As the core objective of the event is for the Community Entrepreneurs to make maximum product sales and earnings. Hence many a times in the effort of closing the sales with a couple of customers visiting a stall, the sales do not get recorded on the receipts. It can be conservatively assumed that the Community Entrepreneurs made a total sales amounting to be around PKR 2,307,166.

The above table also shows that Rehana Anees generated the highest sales worth PKR 138,500.



# INTANGIBLE CULTURAL HERITAGE

A separate area was set up at the Emporium Mall, near the exhibition stall for the Cultural Performers to enthrall the visitors with their mesmerizing performances. A detail of the 9 performing artists who participated in the exhibition is mentioned below.

| #<br>S.No. | Artisan Name     | Heritage Site     | Region          | Skill(s) /Trade                          |
|------------|------------------|-------------------|-----------------|--|
| 1          | Shoukat Ali      | Mankiala Stupa    | Rawalpindi      | Performing Artist (Dhol & Chimta Player) |
| 2          | Aamir Shahzad    | Mankiala Stupa    | Rawalpindi      | Performing Artist (Dhol & Chimta Player) |
| 3          | Muhammad Arsalan | Mankiala Stupa    | Rawalpindi      | Performing Artist (Dhol & Chimta Player) |
| 4          | Nazakat Ali      | Taxila Sites      | Taxila          | Performing Artist (Folk Singer)          |
| 5          | Irfan            | Taxila Sites      | Taxila          | Performing Artist (Folk Singer)          |
| 6          | Muhammad Ejaz    | Katas Raj Temples | Chakwal - Katas | Performing Artist (Flute Singer)         |
| 7          | Shakil Malik     | Katas Raj Temples | Chakwal - Katas | Tour Guide                               |
| 8          | Riaz Ahmad       | Katas Raj Temples | Chakwal - Katas | Writer + Story Teller                    |
| 9          | Muzamil Hussain  | Mankiala Stupa    | Rawalpindi      | Performing Artist (Folk Singer)          |





# CULTURAL PERFORMANCES BY NATIVE MUSICIANS AND STORY TELLERS FROM INDIGENOUS COMMUNITIES OF TAXILA, KATAS RAJ & MANKIALA STUPA

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| <p>INDIGENOUS PEOPLE EXHIBITION TAXILA, KATAS &amp; MANKIALA</p> <p>9th-11th Nov 2021 EMPORIUM MALL LAHORE</p> <p>CURATED BY KAARVAN FOUNDATION</p> <p>رہائش منگھ: دانیال</p> <p>اپہریم ہال میں بچوں کے لیے انعام دہانہ دانیال دہانہ</p> <p>نر اور گھیت کا حسین استخراج دہانہ دانیال دہانہ</p> <p>اس لاہور شہر میں پرانی ٹافٹوں کو اچا کر کے</p> <p>ماڈرن تہذیبوں میں اس سلیک کا انعام دہانہ دانیال دہانہ</p> <p>بہت دل کو بھایا فنکاروں کے لوگ فن کا سلیک</p> <p>ان کے بچے فن پاروں میں جھلکتا ہوا دہانہ دانیال دہانہ</p> <p>عصری کی سوز بھری آواز نر اور گھیت کے سنگ دہانہ</p> <p>سائیں اچا کر کے گھیتوں کو چلائے گا نر اور دہانہ دانیال دہانہ</p> | <p>INDIGENOUS PEOPLE EXHIBITION TAXILA, KATAS &amp; MANKIALA</p> <p>9th-11th Nov 2021 EMPORIUM MALL LAHORE</p> <p>CURATED BY KAARVAN FOUNDATION</p> <p>رہائش منگھ: دانیال</p> <p>جن کی آنکھوں میں سدا پیار کے سحر دہانہ دانیال</p> <p>در حقیقت وہی فنکار ہوا کرتے ہیں</p> <p>ہوٹوں پہ پیار کے نول کھلائے رکھتے ہیں جو</p> <p>سکوت کے سحر میں پائل کی جھلک دہانہ دانیال</p> <p>جن گھوٹوں میں ہو چھپی بھلیوں کی کڑک</p> <p>ان کے ہاتھوں کی گھروں میں پیار دہانہ دانیال</p> <p>ذالی ہے جن میں تم نے ناؤ اپنی زیست کی</p> <p>ان سندھوں میں سلام کے انبار دہانہ دانیال</p> <p>راتیں وصل کی سب غموں کو بھلا دہانہ دانیال</p> <p>سحر دہانہ دانیال اپنے سائے ہی تم خواہ دہانہ دانیال</p> |
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## PROTECTION & PROMOTION OF TANGIBLE & INTANGIBLE CULTURAL HERITAGE IN PUNJAB

# INDIGENOUS PEOPLE EXHIBITION INSPIRING CRAFTS & FLAVORS TAXILA, KATAS & MANKIALA

### GROUND FLOOR

INGLOT'S AND ASGHAR ALI OUTLET

بدھمت کی مورچیاں ، نکڑی پھٹائی ، بنسل کے لیڈ کے پیکے پر نکھار پائے کیا کتبے  
موتوں کی لڑیوں سے ابھرے نقوش ، پینٹنگز ، ڈاٹریں سب پائے جیسے اثرات مسلسل  
نئے مہدی من کی پُرسوز آواز اپنا چادر چمکاتی رہی ہے ابھریمہال کے شہنشاہ  
سائیں گارڈ کی سوز پھری حشری کی آواز ، برساتی رہی سر اور تال کی برسات مسلسل  
سنوئی ٹیڈر پاش نے پلے اور کٹاس کے مندروں ، تلمذ نانا تلمذ ملوث کی تاریخ کے  
تائے تاج پاری تلمذ کٹ ، تلمذ شرف ، تلمذ کھیاں ، چہل ابدال ، کے تاریخی حالات مسلسل  
کاروان فوڈیشن نے کٹاس ، ٹیکسلا ، منکیالہ سٹوپا کو خوب ہائی لائٹ کر کے  
اک نیا جنم دیا ان پرانی محنتوں اور تہذیبوں کو ، اہماد سے نئے شعور کے جذبات مسلسل  
دو اہمال میوزیم کو شفت کرنے کے واسطے اگر کوئی مل جائے فارت کٹاس میں  
فروغ ملے گا بہت بھرپور لٹی اور شو ، بدل جائیں گے سیاحت کے حالات مسلسل  
اہتمام اسی طرح کے سیٹوں کا ہونا چاہیے مقامات کٹاس ، ٹیکسلا اور منکیالہ پر  
اس سے لوکل ٹائلی ورک کو دوام ، فن کو فروغ اور بدل جائیں گے مالی حالات مسلسل  
تھا کرے یہ کارواں ، کاروان فوڈیشن کا یوں ہی ستارہ تیرگی میں  
اہمالوں کے رنگ بکھرتا رہے اور اجاگر کرتا رہے نئے تجلیات مسلسل  
کرنے کو بہت کچھ تھا مگر ملے پلایا من کے مندر میں ریاض  
ہم اہل دقا ہر لمحہ ، شش جہات پھیلاتے رہیں محبت کے پھیلاتے مسلسل

ریاض احمد ملک (M.A, B.Ed., D.A.E., PGD-Tourist Guide Services)  
پرنٹینٹ سالت رنچ آرکائیو لیکل اینڈ ہیرٹ سوسائٹی دو اہمال - شہنشاہ

### INDIGENOUS PEOPLE EXHIBITION TAXILA, KATAS & MANKIALA

9th-11th Nov 2021 EMPORIUM MALL LAHORE

CURATED BY KAARVAN FOUNDATION

(ریاض احمد ملک دو اہمال)

پراسے مندروں سے نئی تہذیب میں آنے پر ، دل میں ابھرے نئے نئے جذبات مسلسل  
دنیا کی ان رنگینوں کو دیکھ کر چھائے رہے دلوں میں نئے تصورات مسلسل  
سامان کا محسوس پانکائے ، کٹاس کا چھوڑو بیرفج کو لئے گلیں ، اچھا زور رہا  
ابھریمہال میں داخلہ کے لئے انتظامیہ ہمیں بتاتی رہی تھیں کے فیرات مسلسل  
انتظامیہ ابھریمہال ہمیں سامان سمیت اندر جانے سے روکتی رہی بہت  
آخر میں دے دی اجازت سن کر ہمارے دلائل بھرے جوابات مسلسل  
ابھریمہال میں داخلہ پر گروڈہ طور پر سماں ہی بہت بدلا نظر آیا  
کاروان فوڈیشن کے وہاں گئے نظر آئے بہت سے مندر ، شالات مسلسل  
آہمیں خیرہ ہوئیں ، مانند ہرپ وہاں سچے سماں اور دکاؤں کو دیکھ کر  
من کو بہت بھائیں اپنے وطن میں یہ رماہ شدہ نئی تہذیبات مسلسل  
نظر آئی مندر حار تہذیب ، شیوہ مندرات ، بدھمت کے شہنشاہ کی تہذیب  
کٹاس رانج کے مندر ، اپنی ثقافت منکیالہ سٹوپا اور ٹیکسلا کے نوادرات مسلسل  
کاروان فوڈیشن کی انتظامیہ کے مخصوص کیمپن میں مصروف اپنی تک دو سے  
میڈیم سیرا ، سر ویش ، سر ویش اس فرائش کے سوارتے رہے حالات مسلسل  
بہت روئی کو بڑھایا ثقافت شہنشاہ کے لک کے باؤٹر اور خوشاب کی لوگیوں اور شالوں نے  
لاہور میں نے اپنی آکھائی کی لئے ان ملک کے باؤٹر اور لوگیوں پر کئے سوالات مسلسل

## SPECIAL CULTURAL PERFORMANCES



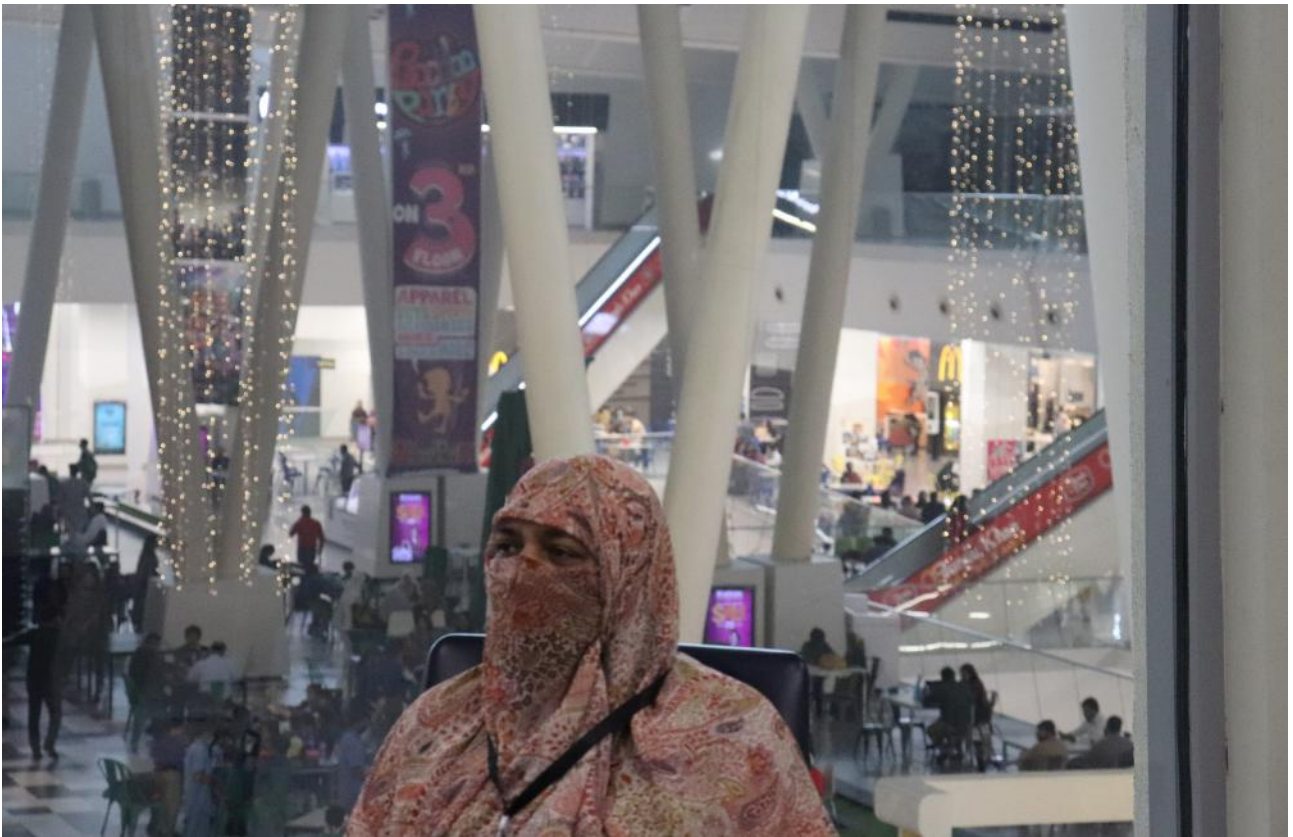
# BUYER-SELLER MEETINGS

The micro-entrepreneurs were provided the opportunity to interact with customers/buyers directly. In this way buyers could place orders with the artisans for customized products. The below table shows the number of orders placed and sales generated from seller interaction post-exhibition.

| #<br>S.No.         | Artisan Name    |  Sales from Buyer<br>Seller Meeting with<br>End Consumer<br>(Amount in PKR) |  No. Of<br>Orders<br>Placed |  Products Detail                         |
|--------------------|-----------------|--|--|---|
| 1                  | Muhiby Rasool   | 40,200   | 19   | Honey, Rose water, Gulkand, Muraba  |
| 2                  | Muhammad Rizwan | 20,400   | 11   | Honey, Rose Water, Chau Arqa  |
| 3                  | Muhammad Zubair | 26,800   | 14   | Honey, Rose Water, Chau Arqa  |
| 4                  | Majid Yaseen    | 26,000   | 25   | Salt Lamps, Salt Decoration Pieces  |
| 7                  | Talib Hussain   | 8,500  | 10   | Salt Lamps, Salt Decoration Pieces  |
| 9                  | Muhammad Ameer  | 16,000   | 4  | Dhoda (20 Kg)   |
| 10                 | Khuda Yar       | 5,000  | 2  | Salara Shawl  |
| 11                 | Asim Javeed     | 5,500  | 2  | Shawls  |
| 18                 | Shaista Batool  | 35,100   | 12   | Shirts, Cushion Covers, Balochi Frock, Mukesh Dupatta, Winter Dress, Chikenkari Shirt, Shadow work Kurta, Gota Work Dupatta |
| 24                 | Sadia Waseem    | 15,500   | 12   | Rings, Earrings, Jewelery items   |
| 26                 | Muhammad Hafeez | 4,000  | 4  | Fruit Tray  |
| 27                 | Iqra Qurban     | 2,500  | 1  | Pencil Sketch   |
| <b>Total Sales</b> |                 | <b>205,500</b>   | <b>116</b>   |   |







## MARKET EXPOSURE VISITS

Apart from the exhibition, these artisans were provided with the market exposure – both for the input material and the retail. All these micro-entrepreneurs visited the gift shops market in Johar Town which is among the largest in Lahore from where artisan-entrepreneurs get the chance to directly interact with the shop owners and develop linkages for future business opportunities. The entrepreneurs were also exposed to the high end retail market with guided tour and meetings with the shop owners at the Emporium Mall which is one of the largest in Lahore.

# DUKAN.PK COLLABORATES WITH KAARVAN: DIGITAL ENABLEMENT TRAININGS & ONLINE SHOPS CREATION FOR COMMUNITY MICRO-ENTREPRENEURS

In order to empower the micro-entrepreneurs of this project, Kaarvan Crafts Foundation collaborated with Dukan.pk for digitally enabling these artisans by creating their web stores on Dukan.pk. Dukan's team conducted training sessions for the entrepreneurs to help them create their own web stores through Dukan app. In these sessions, entrepreneurs used their smartphones to create their e-commerce website, prepare their product catalogue, manage inventory and fulfill orders using integrated delivery logistics. With the theme of "Digitize to Equalize", Dukan also participated in the exhibition to provide these entrepreneurs with the opportunity to penetrate the e-commerce market. Many of the training participants remarked that with their own e-commerce websites, they will now be able to book orders from potential buyers from urban areas even after the exhibition.

Some of these artisans were also shortlisted for the Dukan Bazar Expo that was held on 14th November 2021 at Nawab Gardens, Gulberg, Lahore, giving them an opportunity to be a part of the finest local sellers.

Challenges in this activity involved the absence of smart devices and language barrier, where some artisans do not own smartphones (android or ios devices) and a few are not able to peruse and effectively deal with the technology even when displayed in Urdu language. In our experience of digital literacy trainings with the community artisans, the digital enablement is not a one-time thing but an ongoing path where artisans, as part of the Kaarvan family, are still being onboarded, being taught minor strides through follow-up calls from Dukan.pk & hand holding by Kaarvan itself. Fear of the unknown and the art of overcoming it has been another major consideration in this activity as numerous artisans are not comfortable with an online presence henceforth, Kaarvan and Dukan.pk since the training started, have been showing them with examples of role models and how they are managing their web-based stores successfully. The idea is to get the artisans familiarized with technology with the realization that technology is an integral asset for business support.

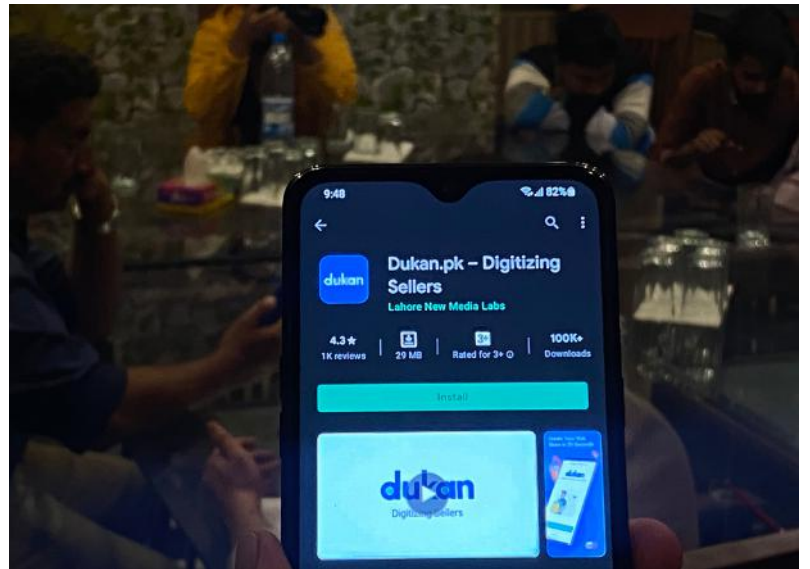
| S.No. | Artisan Name        | Online Profiles   | No. Of Products |
|-------|---------------------|---|-----------------|
| 1     | Arsalan Haider      | <a href="https://malikmumtazsalt.dukan.pk">https://malikmumtazsalt.dukan.pk</a>                     | 4               |
| 2     | Ijaz Mughal         | <a href="https://truckartist.dukan.pk">https://truckartist.dukan.pk</a>                             | 7               |
| 3     | Malik Jawad Hussain | <a href="https://saltlampshop.dukan.pk">https://saltlampshop.dukan.pk</a>                           | 9               |
| 4     | Muhammad Ahsan      | <a href="https://stonecarving1.dukan.pk">https://stonecarving1.dukan.pk</a>                         | 5               |
| 5     | Shaista Batool      | <a href="https://shaistabcollection.dukan.pk">https://shaistabcollection.dukan.pk</a>               | 7               |
| 6     | Iqra Qurban         | <a href="https://ekraahqurban.dukan.pk">https://ekraahqurban.dukan.pk</a>                           | 5               |
| 7     | Zahid Hussain       | <a href="https://stonecarving.dukan.pk/">https://stonecarving.dukan.pk/</a>                         | 2               |
| 8     | Ahmad Shah Abdali   | <a href="https://abdaliwoodart.dukan.pk">https://abdaliwoodart.dukan.pk</a>                         | 0               |
| 9     | Kamran Khan         | <a href="https://artbykamran.dukan.pk">https://artbykamran.dukan.pk</a>                             | 0               |
| 10    | Sabohi              | <a href="https://sabohispebblesandpetals1.dukan.pk/">https://sabohispebblesandpetals1.dukan.pk/</a> | 2               |

It's a progressive mechanism & the number of products is directly proportional to the uptake.

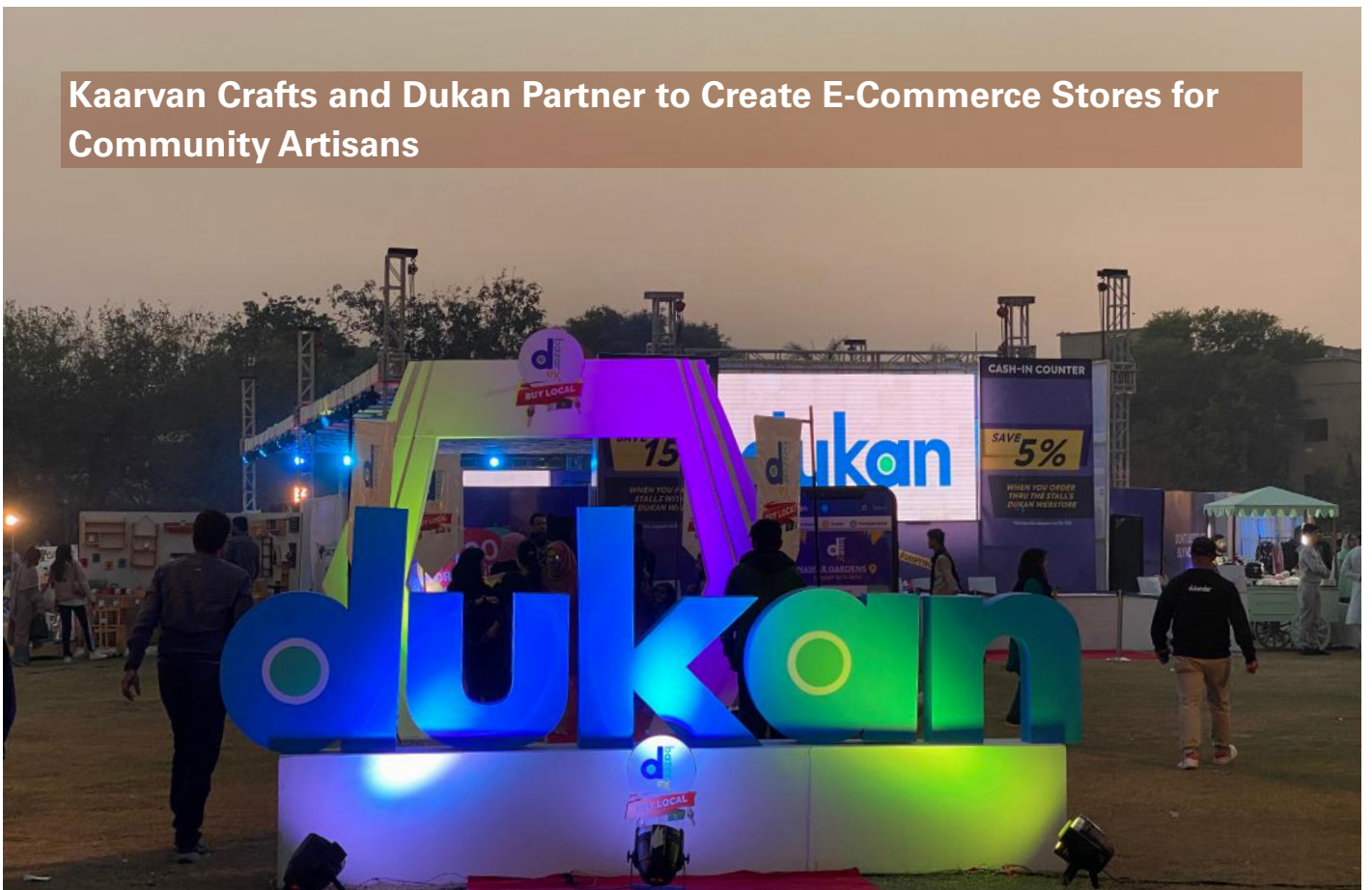
The number and the ownership of the online shop start to increase once the artisan get to know the benefits & incentives of the online platform.

Three Artisan Entrepreneurs from Taxila trained during our CCI interventions with UNESCO's support (Zahid Hussain, Muhammad Ahsan, Muhammad Hafeez) also participated and showcased their products in Dukan Expo Bazar Event held on Sunday, November 14th. They have developed extended market linkages, gained market exposure & learnt the best practices to present their products in different exhibitions in urban settings.

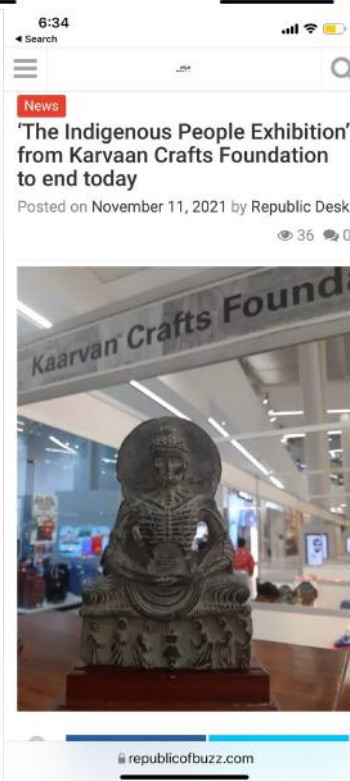
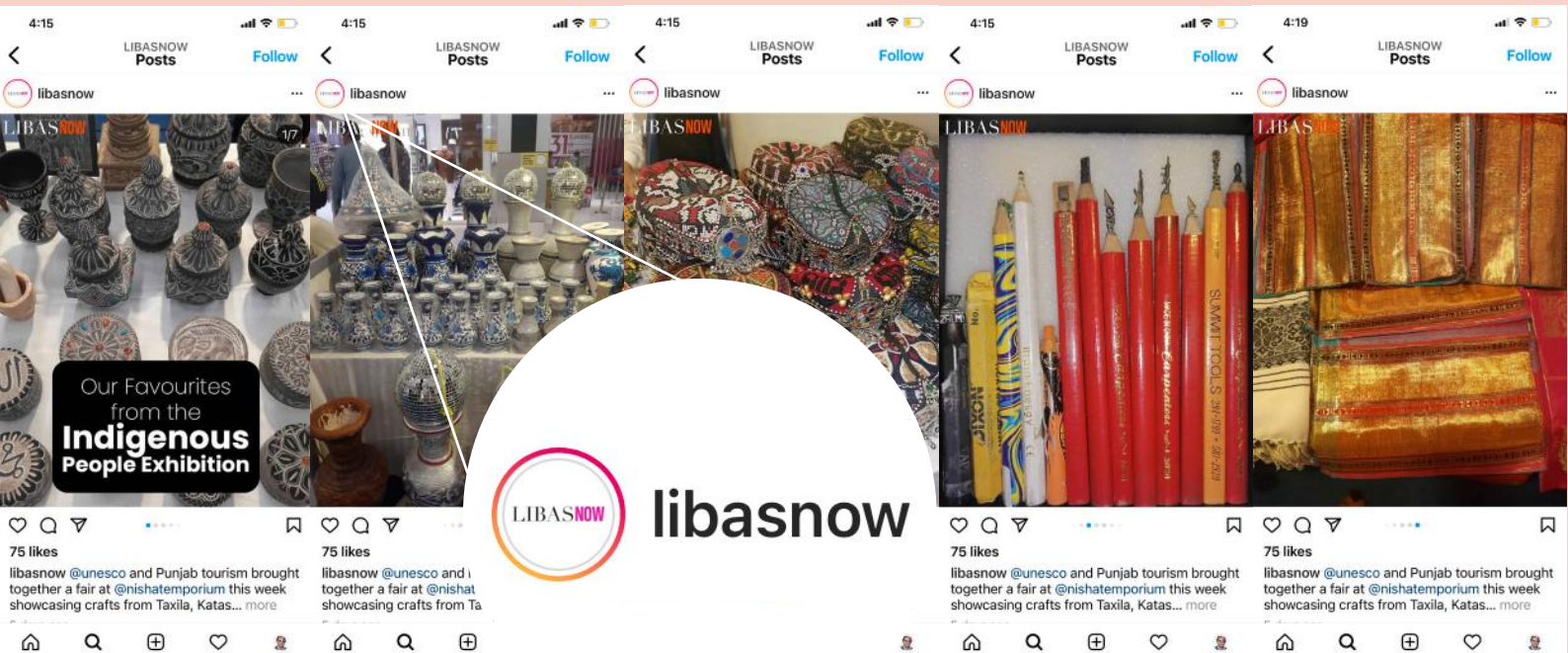




## Kaarvan Crafts and Dukan Partner to Create E-Commerce Stores for Community Artisans









# MEDIA COVERAGE & ADVOCACY

A holistic social media campaign and event was developed to create a larger interest of the public around the Exhibition. Coverage by a few media outlets is mentioned below.

**READ:** <https://pk.mashable.com/culture/13488/the-indigenous-people-exhibition-from-karvaan-crafts-foundation-to-end-today>

Culture

## 'The Indigenous People Exhibition' from Kaarvan Crafts Foundation to end today

The exhibition was a collaborative project with UNESCO Pakistan and Punjab Tourism for Economic Growth Project.

By Faisal Saeed November 11, 2021 f t



Planning & Development Board  
Tourism Department  
Government Of Punjab

**PUNJAB**  
TOURISM FOR ECONOMIC GROWTH



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THE WORLD BANK  
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PROTECTION & PROMOTION OF TANGIBLE & INTANGIBLE CULTURAL HERITAGE IN PUNJAB

## INDIGENOUS PEOPLE EXHIBITION

**READ:** <https://www.dawn.com/news/1657540>

**Exhibition provides platform to traditional artisans, craftspeople**

By Our Staff Reporter

LAHORE: An elderly Khuda Yar from Hamoka village in Khushab district waits for customers at his stall displaying brightly coloured, intricately handcrafted *laacha*, *lungi*, *khaadi* cloth, shawls on the last day of an exhibition here. He's dejected that he hasn't been able to sell a single item as, he believes, people here in the big cities "don't value" such traditional art and craft.

Khuda Yar's was among the 30 or so stalls part of the three-day 'Indigenous People Exhibition' that ran from Nov 9 to 11 showcasing craft from the native communities around heritage sites of Taxila, Katas Raj and Mankiala. It was curated by Kaarvan Crafts Foundation in partnership with Unesco Pakistan and Punjab Tourism for Economic Growth Project.

Khuda Yar, whose wife and kids who further sells it off as his own among other weaved items they make.

Before facilitating their travel to Lahore for the exhibition, the craftspeople were all trained in soft and presentation skills to market their products.

Rehana Nigar, who belongs to Sindh but has been living in Taxila for 22 years, was busy entertaining customers taking interest in her fancy, vibrant shadow work, appliqué on *khaadi* and net, and worked block-printed cloth, shawls, coats with patchwork, *gota* patchwork, *khaadi* shawls among many other items.

She says the art has been passed on to her from her mother who at that time believed that after marriage a girl either cooks or does handiwork. Starting solo 17 years ago with children's embroidered clothes made to order for her community in Taxila, Rehana is now managing a burgeoning business and employs several girls for embroidery.

LAHORE: A woman and a young man were shot dead in separate incidents here on Thursday.

**DAWN**  
THURSDAY, NOVEMBER 11, 2021

HOME LATEST CORONAVIRUS PAKISTAN BUSINESS OPINION CULTURE SPORT MAGAZINES WORLD TECH PRISM POPULAR MULTIMEDIA

**Exhibition provides platform to traditional artisans, craftspeople**

The Newspaper's Staff Reporter | Published November 12, 2021

f t i e

handicrafts since he was eight years old

stone- and marble-carved pieces;

**READ:** <https://republicofbuzz.com/the-indigenous-people-exhibition-from-karvaan-crafts-foundation-to-end-today/>

News

## 'The Indigenous People Exhibition' from Karvaan Crafts Foundation to end today



Posted on November 11, 2021 by Republic Desk

34 0

# WAY FORWARD & RECOMMENDATIONS

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- A mechanism can be worked out to institutionalize the Market Linkages Events in the form of Exhibition of Tangible & Intangible Cultural Heritage. Exhibition events should be a regular feature for economic empowerment and sustained market linkages of CCI practitioners.
- Connectivity and Networking seminars can be held with Event & Exhibition Organizers. Such events can serve as a bridge to create awareness about each other and ideate on mutually beneficial opportunities.
- Marketing professionals can be engaged to develop Brands for the artisans/entrepreneurs belonging to culture and creative industries. Trainings and workshops be conducted on Branding & Packaging.
- A mechanism can be devised for sharing the exhibition & event calendars by various chambers, trade development organizations, exposition centers, and other relevant governmental and/or commercial organizations, with the Artisans' community. An easy incentive system can be worked out for the Artisans to participate in these exhibitions.
- A specific quota be allocated for the promotion for indigenous artisans of tangible & intangible work in the International Expositions.
- Demand driven refresher trainings on Soft skills & Business skills should be conducted for ArtisanEntrepreneurs for them to have improved negotiations with prospective customers.
- A mechanism can be worked out for demand driven capacity building of the ArtisanEntrepreneurs on innovative ways present in the exhibitions.
- A system can be devised to incentivize innovation in craft based product design.
- Cross networking among the community based artisans of different regions for ideation on sustainable product innovations and market linkages.
- A continuous incentive system can be introduced for the artisans for digital portfolio development and exploring duakn.pk and other social media networks for showcasing their products in an attractive way.
- A Culture & Creative industries web portal can be developed which has all the required information that any buyer or tourist would want to know. Such a portal should be accessible to everyone through google with user friendly navigation.









# PHOTO GALLERY



















Planning & Development  
Tourism Department  
Government

INDIAN PEOPLE'S CAMPAIGN  
FOR PEOPLE'S PARTICIPATION  
IN DEVELOPMENT  
SUSTAINABLE DEVELOPMENT  
SUSTAINABLE LIVES  
SUSTAINABLE FUTURE  
SUSTAINABLE GOVERNANCE













































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